





**Keep it simple and tell the truth.** Make the library and its needs understandable and accessible. When talking to the public or officials, avoid acronyms and professional vocabulary that may be misunderstood. Do not exaggerate or underestimate. If you say something will happen if the budget is cut, you should be sure that those effects will happen. Be mindful of the importance of credibility.

**There is nothing secret about the budget.** People have a right to know how their money is spent. Make the budget understandable. Learn how to use simple and familiar comparisons to illustrate the value people are getting for their tax dollars. For example, instead of using large figures, use per capita figures for expenditures and then compare these to the average cost of a meal in a restaurant, the cost of one hardbound book, or the price of a ski lift ticket.

**Read, listen, and learn.** Learn from other agencies about how they develop and present their budgets. Pay attention to success and learn from the examples of others. Above all, listen to your funding agency and know what they are looking for and what impresses them.

**When presenting the budget, tell your story and make your case.** Don't only justify budget increases, but justify the base as well. Tell them why the community needs the service and what is unique about what you do. Describe your contributions and tell how taxpayers benefit. Tell who uses the service. Outline your goals and plans. Make sure they know you are accountable.